

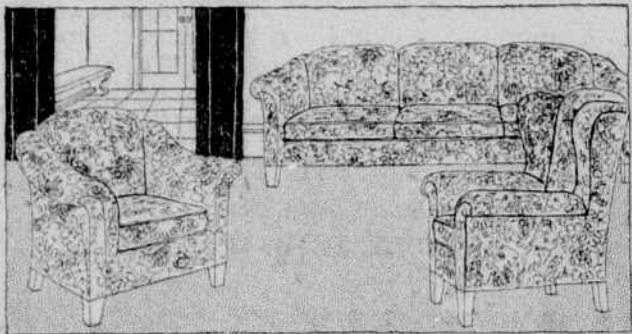
R. H. Macy & Co.

HERALD SQUARE Inc. NEW YORK

LIVING ROOM SUITES

In Our Mid-Summer Sale of Furniture

The selection of furniture for the living room is always a pleasure here because the assortment is so large and each suite is so attractively displayed. It is all furniture of the kind that expresses a fine spirit of hospitality and dignity—every piece made is to Macy specifications. While our displays are comprehensive to the last degree, you will always find our prices to be the lowest in the city.



Three-Piece Living Room Suite

All Overstuffed
\$146.00

Suite comprises sofa, arm chair, and wing chair, covered all over, including outside backs, in a choice of tapestries. Cushions are reversible.

Three-Piece Living Room Suite

All Overstuffed
\$226.00

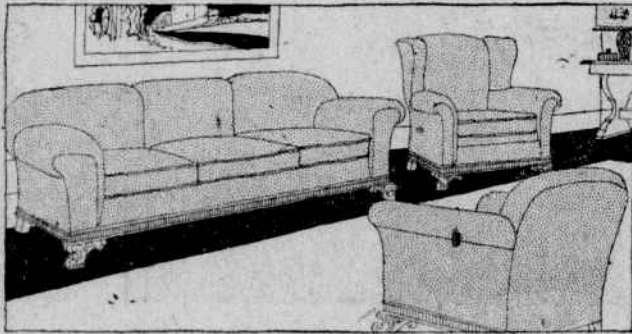
Suite comprises 86 inch sofa, large arm chair and large wing chair covered in a good grade tapestry; with reversible cushions.



Three-Piece Living Room Suite

All Overstuffed
\$296.00

Suite comprises 82 inch spring arm sofa, arm chair and wing chair covered with a choice of fine mohairs. This suite has handsomely carved frame and feet in walnut finish. The outside backs are covered in the same mohair and the cushions are reversible.



Three-Piece Living Room Suite

All Overstuffed
\$488.00

Covered all around in a choice of the finest grade mohair; reversible spring filled cushions. The suite comprises an 82 inch Tuxedo sofa with two down pillows, graceful wing chair and large arm chair. Beautiful carved legs and molded stretchers.

Macy's—Sixth Floor.

Two Special Features in Our August Sale of BED COVERINGS

1,425 Applique and Embroidered Bed Spreads
\$4.79

Our Usual Prices \$7.44 to \$8.94

All sizes and various designs. Original and novel colors, combinations of applique and embroidery work on heavy unbleached sheeting. These spreads can be easily laundered and their colors will not fade. Cut out corners and colored cord edge. Colors: French blue, rose and gold.

Dresser scarfs to match, 94c



1,500 Mercerized Sateen Comfortables
\$4.49

Pure Lambs Wool Filled.

Full double Bed Size.

These are an outstanding feature of our August Sale of Comfortables. They are pure lamb's wool filled and covered with a good quality of mercerized sateen on both sides. The borders are plain and the centers and backs have a floral pattern. They are stitched throughout in an attractive design.

Macy's—Basement, 34th Street, Rear.

Seamless Wilton Velvet and Velvet Rugs

Advantageously Purchased by Us—Exceptionally Priced to You

Seamless Wilton Velvet Rugs

27 x 54 inches,	\$6.24
8 ft. 3 in. x 10 ft. 6 in.,	55.75
9 x 12 feet,	62.75

These rugs are quite unusual both in color and design. Oriental patterns predominate.

Seamless Velvet Rugs

27 x 54 inches,	\$4.09
27 in. x 9 ft.,	9.64
27 in. x 12 ft.,	11.24
6 x 9 feet,	25.25
7 ft. 6 in. x 9 feet,	29.75
8 ft. 3 in. x 10 ft. 6 in.,	40.50
9 x 12 feet,	46.50

Made by one of America's best known mills

Macy's—Fourth Floor, Front.

Silk Jersey Petticoats, \$6.74

Two attractive styles, of fine silk Jersey, in the new colors. One has a pleated flounce trimmed with two rows of narrow ribbon. The other has a pointed, pleated flounce, stitched in contrasting color.

Silk Jersey Pantalettes, \$3.74

One smart model has a two-tone pleating and is finished with a narrow two-elastic cuff. In the new color combinations.

The other comes in plain color effects, without the pleating. In the new shades and black.

Macy's—Third Floor, 34th Street.

Special Purchase of 2,068 Pairs Scrim and Marquisette Curtains and Dutch Sets

At An Average Of 1/4 Less Than Our Usual Prices

	Usual Prices Would Be	Special
277 Pairs,	\$1.34 to \$1.49	98c pair
565 Pairs,	1.69 to 1.84	\$1.24 pair
796 Pairs,	1.74 to 1.88	1.39 pair
301 Pairs,	2.24 to 2.39	1.74 pair
135 Pairs,	2.64 to 2.89	1.98 pair

There are 90 attractive styles. The materials are of excellent quality in plain, cross-barred and figured effects, finished with lace, hemstitching and lace medallions.

In 2 1/4 and 2 1/2 yard lengths.

In white, cream and beige.

Macy's—Fourth Floor, Center, Rear.



A Special Purchase of Women's Morning Dresses \$2.79

In Our Morning Dress Section

Only 1,104 of these exceptionally attractive dresses. They are particularly well-made of excellent quality gingham, and were made to sell at a much higher price.

A—A waist-line model with collar of white repp, rows of embroidery on waist, sleeves and skirt.

B—Long waisted model of checked gingham, collar, cuffs and pipings of white repp. Front and back panels join pleated skirt.

C—has collar, cuffs, trimmings and pockets of crepe, as well as inverted pleats trimmed with wool embroidery.

Sizes 36 to 46

Macy's—Third Floor, Center.

For School Wear

French Twill Dress Serge

A splendid fabric for making misses' and children's school frocks—offered at a price that will appeal to mothers.

54-inch French Twill Dress Serge, \$1.49 yd. In navy and black. Sponged and shrunk, ready for the needle.

48-inch French Twill Dress Serge, \$1.64 yd. A fine quality in navy and black, also sponged and shrunk.

40-inch All Wool Novelty Striped and Checked Dress Goods, \$1.39 yd.

In all the dark color combinations—blues, greens, browns and dull purples.

Macy's—Second Floor, 34th Street, Front.

Bleached Muslin Sheets and Pillow Cases

At Interestingly Low Prices

Sheets for cot and single sized beds, hemmed ends, Size 54x90, 74c

Sheets, full size, seamless, hemmed ends, serviceable quality.

Size 81x90, \$1.24. Size 81x99, \$1.34. Size 90x99, \$1.54

Pillow Cases to Match

Size 45x36, 28c 54x36, 39c

Embroidered initial Pillow Cases. Size 45x36. 69c each

Scalloped Pillow Cases, serviceable quality muslin. Size 45x36. Special, 42c each

Hemstitched Muslin Sheets, seamless, good strong quality. Size 81x108. Our usual price \$2.24 each. Special, \$1.98

Pillow Cases to match, size 42x39 1/2. 59c each

Macy's—Basement, 34th Street, Rear.



A Delightful Collection of Handmade Voile Blouses \$4.69

There's a lot of summer still to come—and there'll be ever so many occasions for sheer, dainty blouses.

This collection presents four models—each prettier than the other—in Peter Pan, Slip-Over, Button Back, Vest, and High Neck styles—trimmed with drawn work and real filet lace, and oh—so carefully finished! Sizes 34 to 46.

We Consider This Price Quite Unusual!

Macy's—Third Floor, 34th Street, Front.

Special Sale!

500 Imported Square Veils 98c each

Would usually be \$2.39 to \$4.96

Two styles in Chantilly lace veils, with dainty border all around. Others have embroidered scroll borders, some have chenille dots. Hexagonal meshes, large or small.

In the assortment are 100 imported long veils with wide border of chenille dots in attractive color combinations. Black with white, tan with brown, orchid with purple.

Macy's—Main Floor, 34th Street, Center.

Intra-Tex Long Cloth \$2.29 per 10-yard piece

High count, medium-weight, with our "Doeskin" finish. For women's and children's underwear. 36 inches.

Striped Satinette 49c yard

Another lot of 3,000 yards of this popular lingerie fabric. Self striped and highly lustrous. 30 inches wide.

White Domet Flannel 21c yard

A medium weight, thick nap flannel, offered in time for mothers to start Fall nighties and pajamas for the family. 36 inches wide.

Macy's—Second Floor, Center.

Sale of

750 Japanese Kimonos \$1.59

Made of good quality cotton crepe, well-wearing and washable, in the popular Japanese style with flowing sleeves and sash or with the American sleeve.

Lavishly hand embroidered in tasteful colors in bird and floral patterns.

In rose, Copenhagen, lavender, pink and blue.

Sizes 36 to 44

Macy's—Third Floor, 34th Street, Center.

A Special Sale of 10,000 Yards of Desirable Black Silks

At Marked Concessions from Our Usual Prices

In standard weaves and qualities—offered early so that dressmakers and home sewers may take advantage of the first fall fashion notes!

Black Crepe de Chine, Good weight and quality in an even weave. 39 inches wide.	\$1.98 yard
Black Knitted Crepe For sport coats and dresses. 35 inches wide.	\$2.69 yard
Black Charmeuse de Luxe, Fine quality, closely woven, highly lustrous. 40 inches wide.	\$1.98 yard
Black Silk Canton Crepe, Pure silk—excellent quality. 39 inches wide.	\$2.49 yard
Black Satin Crepe, Good weight—highly lustrous. 39 inches wide.	\$2.49 yard
Black Satin Canton Crepe, A popular material in excellent quality and weight. 39 inches wide.	\$2.97 yard
Black Satin Duchesse, 35 inches wide.	\$1.39 yard
Black Georgette Crepe, Firmly made, desirable quality. 39 inches wide.	\$1.14 yard

Macy's—Second Floor, Center.

Continuing

The August Sale of Linens

Exceptional Economies

Silver-Bleached Linen Damask \$1.79 yard

A heavy durable quality, in attractive designs. 68 inches wide.

Irish Satin Damask \$2.69 yard

A snowy, satiny, firmly woven quality, at much below our usual price. 70 inches wide.

Napkins to match, 22x22 inches \$6.74 dozen

Hemstitched Table Sets

Of fine snow-white Irish satin damask, in circular patterns. Exceptionally good value.

\$10.89 Set 66x66 inch Cloth 1/2 doz. 20x20 in. Napkins

\$16.89 Set 66x86 in. Cloth 1 doz. 20x20 in. Napkins

\$18.89 Set 66x104 in. Cloth 1 doz. 20x20 Napkins

Pattern Damask Cloths and Napkins

Of heavy pure linen damask in attractive floral patterns.

70x70 in. Cloths 70x88 in. Cloths \$3.96 each \$5.44 each 22x22 in. Napkins, \$4.96 dozen

Satin Damask Cloths and Napkins

Of beautiful, lustrous double satin Irish damask, in handsome circular patterns.

72x72 in. Cloths, \$9.94 each Formerly \$12.48 ea. 72x90 in. Cloths, \$11.74 each Formerly \$15.48 ea. 72x108 in. Cloths, \$13.89 each Formerly \$17.48 ea. 22x22 in. Napkins, \$11.48 dozen Formerly \$15.48 doz.

Real Mosaic Tea Napkins \$6.94 dozen

Exquisitely worked on fine round-thread linen, in several attractive designs. Hemstitched. 14x14 inches.

TOWELS

Hemstitched Huck Towels 49c each

Of heavy, absorbent, pure linen huck. Key borders. Hemstitched. 18x34 in.

Large Turkish Bath Towels 59c each

Heavy, spongy and absorbent, extra large towels, with neat red or blue borders.

Macy's—Second Floor, Center, Rear.